

CLAIMS

What is claimed is:

- 1 1. A method for monitoring and integrating media streams, comprising:
2 selecting a purchasing system interface for use with a media stream;
3 packaging the media stream with a self loading and self executing
4 media player and with configuration information for presenting the
5 purchasing system interface with the media stream and monitoring usage of
6 the media stream and purchasing system interface; and
7 streaming the media stream to a recipient.
- 1 2. The method of claim 1 further comprising playing a portion of the
2 media stream on a computing device of the recipient by using the media
3 player, wherein media content included within the media stream is
4 simultaneously presented on a display with the purchasing system interface
5 and the purchasing system interface can be independently interacted with
6 via the display.
- 1 3. The method of claim 2 further comprising receiving purchasing
2 selections from the recipient accessing a number of options from the
3 purchasing system interface while viewing portions of the media content and
4 using the media player for tracking any purchase that occurs for the media
5 content.
- 1 4. The method of claim 3 wherein receiving purchasing selections
2 further includes notifying or recording the purchase for purposes of paying a
3 commission or establishing a budget.
- 1 5. The method of claim 4 wherein playing further includes:
2 presenting the media content within a first frame of a browser page;
3 and

4 presenting the purchasing system interface within a second frame of
5 the browser page.

1 6. The method of claim 1 further comprises receiving usage statistics
2 from the media player identifying playing and purchasing information
3 associated with the recipient playing media content included within the
4 media stream and interacting with the purchasing system interface.

1 7. The method of claim 1 wherein packaging further comprises including
2 customized advertisement information with the media stream.

1 8. A media stream structure residing on a computer readable medium,
2 for monitoring and integrating media streams, the data structure comprising:
3 media player logic;
4 media content; and
5 media configuration information;
6 wherein when the media stream data structure is received by a
7 computing device, the media player logic automatically installs itself on the
8 computing device, executes, and configures a media stream interface using
9 the media configuration information, wherein the media stream interface
10 includes a purchasing system interface for purchasing the media content
11 and a media playing interface for playing the media content.

1 9. The media stream data structure of claim 8 wherein the configuration
2 information also includes monitoring information used by the media player
3 logic to track usage of the media content.

1 10. The media stream data structure of claim 8 wherein the configuration
2 information also includes advertisement information that is used by the
3 media player logic to present and make accessible a variety of customized
4 advertisements.

1 11. The media stream data structure of claim 8 wherein the media stream
2 interface interacts with the media player logic to communicate purchasing
3 interactions made through the purchasing system interface to at least one of
4 a remote service, a licensor, an owner, and a vendor of the media content.

1 12. The media stream data structure of claim 8 wherein the media stream
2 interface is a browser interface accessible over a network.

1 13. The media stream data structure of claim 12 wherein the browser
2 interface includes one or more World-Wide Web browser pages and the
3 network is the Internet.

1 14. The media stream data structure of claim 8 wherein the media stream
2 data structure is packaged by an external service and streamed to a
3 requesting recipient over a network.

1 15. A media stream monitoring and integration system, comprising:
2 a media stream data structure having a self loading and executing
3 media player, a purchasing system interface, and monitoring configuration
4 information; and
5 a display;
6 wherein the media player simultaneously presents within the display
7 media content included within the media stream data structure and the
8 purchasing system interface, and wherein the media player tracks
9 purchases and usage statistics associated with purchasing and playing the
10 media content based on the monitoring configuration information.

1 16. The media stream monitoring and integration system of claim 15
2 wherein the configuration information also includes advertisement

3 information that the media player uses to also simultaneously present within
4 the display a variety of customized advertisements.

1 17. The media stream monitoring and integration system of claim 15
2 wherein at least one of a vendor, an owner, and a licensee packages the
3 media stream data structure with the purchasing system interface and the
4 media content.

1 18. The media stream monitoring and integration system of claim 15
2 wherein the media stream data structure is streamed from a remote service
3 to a requesting recipient's computing device that is interfaced to the display.

1 19. The media stream monitoring and integration system of claim 15
2 wherein the media player captures interactions made with the purchasing
3 system interface and reports these interactions back to at least one of a
4 remote service, a vendor, an owner, and a licensee of the media content.

1 20. The media stream monitoring and integration system of claim 15
2 wherein the media player or a remote service periodically assembles the
3 purchasing and usage statistics into an electronic report and sends the
4 report to at least one of a vendor, an owner, and a licensee of the media
5 content.